Amendments to the Claims

[This listing of claims will replace all prior versions, and listings, of claims in the application]

1. (Currently amended) A method of providing a user with a game of chance, the method comprising the steps of:

receiving electronic signals representing search parameters descriptive of a product or service;

transmitting electronic signals representing dealers in the product or service and associated prices;

providing the user with an option to play a game to win a selected product or service;

electronically calculating a probability of winning the selected product or service if the user selects opts to play the game;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability; and

based on the pseudo-random outcome, purchasing the selected product or service for [[a]] the user;

wherein the user is permitted to play the game and win the selected product or service without paying a fee.

2.   (Currently amended) The method [[game]] of claim 1, wherein the probability is calculated so as to increase with the value [[of]] derived from the user's interaction with the system.

3.   (Currently amended) The method [[game]] of claim 2, wherein the outcome is indicated by displaying a user-chosen number and a comparison number, such that a winning outcome is indicated by displaying a comparison number that matches the user-chosen number, and a losing outcome is indicated by displaying a comparison number that does not match the user-chosen number.

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4.   (Currently Amended) The method [[game]] of claim 3, wherein an increased probability of winning is indicated by displaying a comparison number having at least one digit matching the corresponding at least one digit of the user-selected number.

5.   (Currently Amended) The method [[game]] of claim 3, wherein the probability of winning is different than one divided by ten raised to the power of the number of digits in the comparison number.

6.   (New) The method of claim 1, comprising providing the user with an opportunity to increase the chances of winning by performing a task for which a third party provides compensation.

7.   (New) The method of claim 1, comprising calculating a probability of winning based on at least a current budget.

8.   (New) The method of claim 1, comprising calculating a probability P of winning based on a total number of game players.

9.   (New) The method of claim 1, comprising calculating a probability P of winning based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

P_m is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

P_u is probability factor that varies with the user's behavior; and

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N is a number of current users.

10.   (New) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing at a least one product, a price of the product and a third-party dealer of the product;

transmitting electronic signals representing at least a first option to play a game to win the product, and a second option to purchase the product;

if the user opts to play the game:

electronically calculating a probability of winning the product;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability; and

based on the pseudo-random outcome, purchasing the product for the user; and

if the user opts to purchase the product:

directing the user to a web site where the product may be purchased;

wherein the user is permitted to play the game and win the product without paying a fee.

11.   (New) The method of claim 10, comprising providing the user with an opportunity to increase the chances of winning by performing a task for which a third party provides compensation.

12.   (New) The method of claim 10, comprising calculating a probability of winning based on at least a current budget.

13.   (New) The method of claim 10, comprising calculating a probability P of winning based on a total number of game players.

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14.   (New) The method of claim 10, comprising calculating a probability P of winning based on:

$$P = \frac{P_n * P_t * P_m}{N} + P_u$$

where:

P_n is a probability factor that varies with the cost of the selected product in relation to the total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

P_m is a probability factor that varies with a ratio of the current prize budget to a total amount of funds received;

P_u is probability factor that varies with the user's behavior; and

N is a number of current users.

15.   (New) A method of providing a user with a game of chance, the method comprising:

receiving electronic signals representing at least one search parameter descriptive of a product;

transmitting electronic signals representing a plurality of different dealers and associated prices charged by each of said different dealers for products identified in response to said at least one search parameter;

transmitting electronic signals representing an option to play a game to win a selected one of said products; and

if the user opts to play the game:

electronically calculating a probability of winning said selected one product;

electronically generating a pseudo-random outcome having a probability corresponding to the calculated probability; and

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based on the pseudo-random outcome, purchasing said selected one

product from a corresponding dealer for the user,

wherein the user is permitted to play the game and win said selected one product without

paying a fee.

16.   (New) The method of claim 15, comprising providing the user with an opportunity

to increase the chances of winning by performing a task for which a third party provides

compensation.

17.   (New) The method of claim 15, comprising calculating a probability of winning

based on at least a current budget.

18.   (New) The method of claim 15, comprising calculating a probability P of winning

based on a total number of game players.

19.   (New) The method of claim 15, comprising calculating a probability P of winning

based on:

$$P = \frac{P_a * P_t * P_m}{N} + P_u$$

where:

P_a is a probability factor that varies with the cost of the selected product in relation to the

total cost of all products available;

P_t is a probability factor that varies with a current prize budget;

P_m is a probability factor that varies with a ratio of the current prize budget to a total

amount of funds received;

P_u is probability factor that varies with the user's behavior; and

N is a number of current users.

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